

**Digital Marketing Apprentice**

We are a Staffordshire-based community of first and primary schools with a proven track record of improvement where our children are at the heart of everything we do. Our Trust is made up of specialist staff in our central team and partner schools. Collaboration is a key driver in our motto ‘Inspiring Excellence Together’.

In the role of Digital Marketing Apprentice, you will help to share our journey, celebrate our people, and spotlight the great work we are doing.

The Digital Marketing Apprentice will play a pivotal role in planning, developing and delivering high-quality content, managing social media channels, writing for different platforms, updating and developing our website and reviewing analytics to inform our marketing strategy.

As part of your on the job and formal learning you will also be responsible for interacting with our audiences through a range of mediums to help build relationships whilst increasing engagement.

**Key Responsibilities:**

**Digital Marketing**

* Support the development and maintenance of website content, including writing and editing copy, refreshing imagery, and uploading videos.
* Contribute to monthly social media content planning by sourcing and creating engaging content.
* Manage posting schedules and respond to comments and messages across social media platforms.
* Seek out, liaise and engage with current and potential stakeholders across all digital channels
* Source, edit, and repurpose visual content to amplify our brand story.
* Write blogs and articles that support our SEO strategy.
* Maintain and manage marketing data in line with GDPR and Trust policies.
* Monitor, manage, and report on online reviews and audience feedback.
* Seek out online opportunities for comment and brand exposure
* Support with input, proofreading, and validation of paid advertising campaigns.

**General Marketing Support**

* Assist in the creation and proofreading of marketing materials, and internal and external communications.
* Work with colleagues and stakeholders to uncover newsworthy updates to share with our external marketing agency for further PR development.
* Gather content to support staff and stakeholder news; featuring trust, school, people, and community highlights.
* Help plan and coordinate stakeholder events, open days and community fundraisers.
* Source and order branded marketing merchandise as needed.
* Track, analyse, and report on key marketing metrics and campaign effectiveness.
* Attend internal marketing meetings, as well as meetings with our external marketing agency when required.
* Act as a brand ambassador, ensuring consistency, accessibility and integrity in how the CFLP Trust brand is represented.
* Carry out general administrative tasks in support of the wider team.

**Required Skills**

* English grade C or above
* Passionate about marketing and digital media
* A strong communicator with excellent written skills
* Creative, curious, and willing to learn
* Well-organised and able to manage multiple tasks
* Proficient in Microsoft Office; familiarity with Canva, Mail Chimp, WordPress, or similar tools is a plus
* Experience working with image and video editing software
* Experience of using social media in a professional capacity
* Ability to form good working relationships with all stakeholders
* Flexible and able to prioritise workload to achieve deadlines